

Dear Festival Friend:

Without music and the arts, Boston cannot progress.

With much excitement, I am inviting you to become apart of our **3rd annual Boston Art & Music Soul Festival** taking place on **Saturday, June 27, 2020, 12noon-8pm** inside the historic Franklin Park, Playstead Field. Our Festival Book is a great opportunity to show your support and promote your business. Attached is our reply form, fact sheet and ad rate listing for your use and reference.

Founded in 2015, BAMS Fest, Inc. is a Boston-based organization striving to break down racial and social barriers to arts and culture for marginalized communities and artists of color across Greater Boston. We use live performances and festivals, master classes and interactive programs with national performers to educate, entertain and enhance the quality of life of audiences and increase equitable representation, participation and opportunity for local artists.

Overall, our efforts have reached the following milestones:

- 10,000+ attendees to our year-around events (including our annual festival);
- 200+ artists and creative entrepreneurs paid to perform, showcase their work or promote their business
- 75+ institutional and community partners such as WGBH, The Boston Foundation, ArtsEmerson, The Hyams Foundation, The Esplanade Association, and The Isabella Stewart Gardner Museum);
- 15+ community and public spaces across Greater Boston including Cambridge, Dorchester, Roxbury, and East Boston, and Jamaica Plain.

Named *Best Music Festival* in 2019 by Boston Magazine, Boston Art & Music Soul (BAMS) Festival celebrates the culture, heritage and contributions of Black artistry to the City of Boston. Taking place inside Franklin Park, our festival stands on the shoulders of its rich history of being the epicenter for multicultural events since the 1950's. We offer a one-day, free, family-friendly event that features two stages entertainment; an interactive, live mural art zone; an all ages dance area that offers free classes, a DIY board and lawn games area; a minority-business focused vendor marketplace, and a food truck zone.

BAMS Festival is our biggest and most-well attended annual summer event. Our goal is to raise \$25,000 through our Festival Book to support local artists of color who tirelessly fight to have their work represented on platforms and in their communities. Your business ad is integral to us in reaching this goal. We would be delighted to secure your ad placement as soon as possible. To ensure inclusion in our Festival Book, we have set a deadline for the close of business on *Friday, January 24, 2020*.

We hope that you will be part of our 3rd annual festival and partner with us to provide authentic, quality programming for artists and communities of color to connect, share and build together. If you have any questions or need additional information, please feel free to contact me at (857) 256-0775 or via email sponsorship@bamsfest.org or visit bamsfest.org.

Thank you so much for considering our request for support. I look forward to hearing from you soon.

Warm regards,



Catherine T. Morris
Founder & Executive Director

WHO WE ARE?

Founded in 2015 by mother, social entrepreneur, Catherine T. Morris, **BAMS Fest** is a 501 c3 organization that strives to breakdown racial and social barriers to arts, music and culture for marginalized communities and artists of color across Greater Boston. We believe that these audiences deserve high quality and accessible programming, all while these particular artists deserve equitable opportunity to present new or existing work that pushes the boundaries of imagination, increases civic and social engagement, and can convene all people of color.

2020 FESTIVAL HIGHLIGHTS:

- **Event Date:** Saturday, June 27, 2020 (rain date, June 28)
- **Anticipated Attendance:** 6,000 – 9,000+ from Greater Boston and across New England
- **Event Duration:** One day, 8 hours
- **Two Music Stages** featuring 20+ local, and national entertainers of R&B, Gospel, Jazz, Hip-Hop, Afrobeat/House, Funk, Soul, and Spoken Word.
- **“Rep Your City” Live Art & Graffiti** - An interactive live art area that features six New England-based emerging and seasoned painters/graffiti writers who will create social-justice themed canvases.
- **“BeatFeet Dance Zone”** where attendees can learn both traditional and contemporary African and Afro-centric dance styles from local choreographers.
- **“Bring Your Own Game” Zone** – A DIY pavilion, where festival attendees are encouraged to bring their own board games to play and share with others.
- **Food Truck Zone** that features a curated selection of ethnic cuisines representative of the people, neighborhoods and culture that define the City of Boston.
- **Vendor Market** – A showcase for artists, craft makers, exhibitors, creative entrepreneurs and small businesses to promote and sell their diverse products and services. Opens from 12noon – 6:00pm



2020 BAMS FESTIVAL BOOK - AD REPLY FORM

First and Last Name _____

Company Name _____

Mailing Address _____

City/Stage/Zip _____

Phone/Fax _____

Email address _____

Note: If person creating the camera-ready art and/or disk is different from the person listed above, please provide:

Name: _____ Phone: _____ Email: _____

AD RATES

PREMIUM PLACEMENT

- ___ \$4,500 - Back Cover (full color)
- ___ \$2,500 - Back Inside Cover (full color)
- ___ \$2,500 - Front Inside Cover (full color)

CORPORATE PLACEMENT

- ___ \$2,000 - 2 Page Spread (black/white)
- ___ \$1,000 - Full Page (black/white)
- ___ \$700 - Half Page (black/white)
- ___ \$500 - Quarter Page (black/white)

NON-PROFIT / INDIVIDUAL

- ___ \$600 - Half Page Horizontal (black/white)
- ___ \$400 - Quarter Page (black/white)
- ___ \$250 Listing (see below)

DESIGN ENHANCEMENTS

- ___ \$75 - Design services for full page ads
- ___ \$50 - Design services for half page ads
- ___ \$50 - Design services for quarter page ads

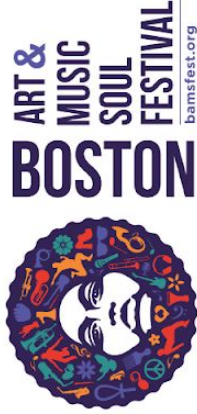
FOR LISTINGS ONLY: Company Name/Individual Name, address with website (as it should appear in the Festival Book)

PAYMENT

Send this completed form with your business/certified check or money order payable to "BAMS Fest, Inc." to:

BAMS Fest, Inc.
1452 Dorchester Avenue, 4th Floor
Dorchester, MA 02122

For more information contact: Catherine T. Morris | Ph: 857-256-0775, Em: sponsorship@bamsfest.org



2020 AD RATES FESTIVAL BOOK

bamsfest.org

PREMIUM AD PLACEMENT

Back Cover (full color)
Back Inside Cover (full color)
Inside Front Cover (full color)

FOR-PROFITS

\$4,500
\$2,500
\$2,500

REGULAR AD PLACEMENT

2-Page Spread (black/white)
Full Page (black/white)
Half-Page Horizontal (black/white)
Quarter Page (black/white)
Listing

FOR-PROFITS

\$2,000
\$1,000
\$700
\$500

NON-PROFITS / INDIVIDUALS

\$600
\$400
\$250

ENHANCEMENTS

Design services for full page ad
Design services for half page ad
Design services for quarter page ad

\$75
\$50
\$50

DEADLINE

Early Bird Payment by January 24, 2020 | Regular Payment by April 30, 2020
Artwork by May 4, 2020

Ads and payment must both be received to ensure inclusion in our Festival Book

DIMENSIONS OF PROGRAM BOOK

The Boston Art & Music Soul Festival Program Book is published **8" (inches) width x 8.75" inches (height)**. Ads must be provided to BAMS Fest in the following dimensions (non-bleed):

Double-Page 16.5" (w) x 7" (h)	Full Page 7.75" (w) x 7" (h)
Half Page 7.75" (w) x 3.375" (h)	Quarter Page 3.75" (w) x 3.375" (h)

ARTWORK SUBMISSION:

PDF X1-A: An Adobe Acrobat hi-res "Press Quality" PDF file is the preferred format. All fonts must be embedded. All color ads must be designed using CMYK process color space. Spot colors will be converted to CMYK. Files must be submitted at 100% of reproduction size. All embedded images must be 300 dpi TIFF or EPS files.
Adobe Illustrator EPS and Photoshop TIFF or EPS files are also accepted.

TERMS & CONDITIONS

BAMS Fest, Inc. reserves the right to refuse submitted artwork. BAMS Fest, Inc does not assume any responsibility for errors in submitted artwork. Payment by check or money order is required at the time of ad space reservation. Ad space is not secured until payment is received in full.

Email all materials to:

Sponsorship@bamsfest.org